

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 05057 181331Z

43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 064955

R 181227Z MAY 76
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
AMEMBASSY JIDDA
INFO SECSTATE WASHDC 7089

UNCLAS TEHRAN 5057

E.O. 11652: N/A
TAGS: BBSR, SA, IR
SUBJECT: GLOBAL MARKET RESEARCH: MEDICAL EQUIPMENT/
SAUDI ARABIA-BID SUMMARY

REF: USDOC 5628, STATE A-1526, TEHRAN 5055

1. ONE FIRM IN TEHRAN HAS SUBMITTED BID FOR SUBJECT STUDY AS FOLLOWS:
MARKETING SERVICES AND RESEARCH ASSOCIATES (MSR);
COST-\$5,880.00. THIRTY-NINE PERSONAL INTERVIEWS
(DISTRIBUTORS -12; HOSPITAL ADMINISTRATORS -7;
IMPORTERS/WHOLESALERS -3; GOVERNMENT (MINISTRY OF
HEALTH) -8; GOVERNMENT (PLANNING COMMISSIONS) -4;
HOSPITAL PROFILES -2; INTERNATIONAL ORGANIZATION
OFFICIALS -3). FIRM LISTS PREVIOUS EXPERIENCE
AS "THE MARKET IN IRAN FOR SURGICAL INSTRUMENTS"
FOR THE JAPANESE EXPORT TRADE ORGANIZATION MAY 1976
AND MARKET SUMMARY FOR THE TEHRAN TRADE CENTER
SHOW "MEDEX" SCHEDULED FOR JUNE 1976. STAFF MEMBER
KALYAN DAS WILL SUPERVISE THE SAUDI STUDY AND SPEND
TWO-THREE WEEKS INCOUNTRY. HE SPEAKS FLUENT ARABIC
AND HAS LIVED IN SAUDI ARABIA PREVIOUSLY.
2. DISCUSSION AND RECOMMENDATION FOR AWARD RELATING
TO MARKET RESEARCH SCHEDULE IN IRAN CONTAINED IN TEHRAN
5055 BID SUMMARY FOR MEDICAL EQUIPMENT STUDY IN IRAN.

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3. BID SENT OIM/MRD (1 COPY APO, 1 VIA POUCH).

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TEHRAN05057
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760192-0332
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760540/aaaabhxw.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-1526, 76 TEHRAN 5055
Review Action: RELEASED, APPROVED
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Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2004
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Margaret P. Grafeld
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EO Systematic Review
04 MAY 2006

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Secure: OPEN
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Subject: GLOBAL MARKET RESEARCH: MEDICAL EQUIPMENT/ SAUDI ARABIA-BID SUMMARY
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To: COM
JIDDA
Type: TE
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